



MONTHLY MESSAGE SEPTEMBER 2007

A monthly publication of the Family Business Center of Central Ohio
The Family Business Center is located on the campus of Ohio Dominican University in Columbus, Ohio
www.familybusinesscenter.com

September Educational Program...

EMPLOYEE BENEFITS FOR FAMILY BUSINESSES: Innovative Ideas to Keep Your Employees Happy and Healthy and Your Company Costs in Line

Thursday, September 20, 2007
7:30 a.m. - 8:00 a.m. Networking
8:00 a.m. - 10:00 a.m. Educational Program
Alumni Hall at Ohio Dominican University

When the Family Business Center surveyed our members eighteen months ago we were not surprised to discover that the issue family business leaders were most concerned about was employee benefits. Today family businesses still find it challenging to be able to afford the benefits they want to provide for their employees. Join us on Thursday, September 20, 2007 as our panel of speakers share ideas about the newest benefit opportunities and provide examples of innovative benefit solutions the companies they work with are implementing. Panelists include Scott Rider of Rider Financial Group, Earl Avakian of Avakian Financial Group, Bruce Miller of Sequent and Todd Cullen of Willis. This educational program is designed to help you think *outside the box* and consider new benefit alternatives for your company. Plenty of time will be set aside for your questions and we will be eager to hear about innovative ideas or solutions you have introduced at your family business. Members of your HR staff are welcome and encouraged to join us for this presentation. Let us know who you will be bringing by [clicking here](#) to register for this event.

NEW PEER GROUP FORMING FOR NEXT GENERATION FAMILY BUSINESS LEADERS

Could you benefit from sharing and interacting with others who work for their family's business? The Family Business Center is pleased to announce the formation of a new peer group for the next generation family business leader. If you are between the ages of 21-39 and are on track to assume a significant leadership role in your family's business within the next decade, you might want to consider this opportunity to:

- Receive insight from peers who have family business experience
- Learn productive problem-solving methods
- Obtain unbiased feedback
- Discuss family-business specific issues

Our Next Generation Peer Group will be composed of ten to twelve non-competing family business leaders who will meet approximately 10 times over a 12-month period. This peer group setting will provide a structured, confidential environment under the direction of a skilled facilitator, where peer-to-peer exchanges enhance individual decision-making processes; critical for those committed to developing the skills necessary to successfully lead their family's business.

Thaddeus J. O'Brien PhD, Family Business Center Board Member and President of the consulting firm he founded, O'Brien and Associates, will facilitate our Next Generation Peer Group. Thaddeus has had a 30-year career as an organizational consultant. He is licensed as a psychologist in the State of Ohio and hold MA and PhD degrees from the University of Chicago. He is a member of the American Psychological Association, the Ohio Psychological Association, the National Association of Sports Psychologists and the American Society of Clinical Hypnosis. Thaddeus has professional experience working with multinational corporations and modest family-owned businesses. Today, he prefers working in environments where relationships are personal, bureaucracy is minimal, and bottom-line impact is relatively immediate.

This group will meet on the first Tuesday of each month, from 7:30 a.m. – 9:00 a.m. (excluding the months of July and August) at Ohio Dominican University. The first meeting will be held on Tuesday, January 8, 2008 (not the first Tuesday of the month because of the New Year holiday). Consideration will be given to all who are interested but the Center will structure the group to ensure that those who are invited to participate are from non-competing companies. Membership in the Family Business Center of Central Ohio is a requirement. New members welcome. To indicate your interest please e-mail Becky Blatt, Associate Director at blatt@familybusinesscenter.com.

Mark your calendar and get ready to join us for this one-of-a-kind personal and business growth opportunity that you won't find anywhere else.

FAMILY BUSINESS TOUR AND NETWORKING EVENT

Thank you to the staff of Corporate Interior Concepts and to President, Gerri Speer for hosting the Family Business Center for our 4th Annual **Family Business Connection: Tour and Networking Event** last month. More than 40 joined us for this opportunity to tour Corporate Interior Concepts and to network with other leaders of Central Ohio's family businesses.

MANY BENEFITS OF FAMILY BUSINESS

Source: The Global Consulting Partnership website www.tgcpinc.com

Building, preserving, and passing along a family-owned business (FOB) is an alluring and prevalent dream in most all capitalist economies. The benefits of FOBs are striking and many—

for the family, for their employees and their local community, and for the marketplace.

There are days when it's all too easy to forget about the many sources of gratification—material and psychic. Take a minute and remind yourself about each of these benefits:

When a family-owned business survives and thrives, it has the strong potential to:

1. Create a heritage for the family and serves as a medium for perpetuating a family's history, traditions, pride, and core values and beliefs.
2. Serve as a powerful testimonial to the success and potency of a family
3. Provide the ultimate career and financial safety net to one's children and grandchildren and great grandchildren.
4. Offer participating family members greater independence and control of their fate than a more traditional career path
5. Establish a very special glue (as in a "bonding material) that can hold a family together around a common set of interests, activities, challenges, opportunities, threats, milestones, relationships, and daily schedules.
6. Demonstrate to an entire community (and various sub-communities) that this is a family to be admired and respected and inspired by
7. Make it more certain that individual family members will have the fullest opportunities as adults to "stretch" developmentally and to self-actualize
8. Improve the chances that family members will be able to involve themselves in meaningful philanthropic activities and become pillars of their communities
9. Make it more likely that financial advantages, non-trivial net worth (a.k.a. wealth), and "security" will accrue to the family
10. Provide greater stability and welfare for its employees and for the community in which it operates

NEW MEMBER

King Business Interiors, Inc.

Darla King, President & David R. King, CFO

6155 Huntley Road Suite D Columbus, Ohio 43229 phone: 614.430.0020 web:

www.kbiinc.com

King Business Interiors, Inc. is a central Ohio office furniture dealer committed to providing customers with innovative solutions that promote a positive working environment. King Business Interiors was founded in 1998 by Darla King and is a full service office furniture dealer offering clients assistance with budget estimation and financing, interior design, project management, move management in addition to installation and warehousing of their office furniture acquisitions. King Business Interiors, Inc. employs 34 people including 3 members of the King family

MEMBER NEWS

Luconda Dager of Velvet Ice Cream Company and Lark Mallory of Chester Willcox and Saxbe, both Family Business Center members, have been selected as two of the Forty Under 40 winners in *Business First's* Annual Awards Program.

David McCurdy and Patrick J. McCurdy of Kimball Midwest were two of three central Ohioans to receive awards at Ernst and Young's Entrepreneur of the Year Awards Program for the South Central Ohio and Kentucky region.

FAMILY BUSINESS CENTER GETS NEW OFFICE

It's an exciting time on campus! The students are back at school and the University is getting ready to break ground on a new \$ 29 million Student Center. Consequently, the Neighborhood Center, which has been home to the Family Business Center Office for the past 3 years, will be torn down as part of this expansion project. The Family Business Center has been relocated to the Las Casas House, just north of the Neighborhood House, on the east side of Sunbury Road.

WOMEN IN FAMILY BUSINESS PEER GROUP

The next meeting of the **Women In Family Business Peer Group** will be held on Tuesday, September 25, 2007, from 7:30 a.m. – 9:30 a.m. at the Family Business Center Office (in our new location, LasCasas House, on the east side of Sunbury Road, just north of the Football Stadium—parking is available in front of the building) on the campus of Ohio Dominican University. All are welcome and encouraged to attend. Meeting facilitated by Bea Wolper, partner, Chester Willcox and Saxbe and Family Business Center Board Member.

MAKE FAMILY BUSINESS ANNIVERSARIES SIGNIFICANT

Source: [Family Business Magazine E-Newsletter](#)

Wm. Sullivan & Son Funeral Directors celebrated its 100th anniversary last year. "As the special year approached," third-generation co-owners Ray Lope and John Sullivan write in the Summer 2007 issue of *Family Business Magazine*, "we decided to celebrate the occasion by showcasing our commitment to the metro Detroit communities we serve." Lope and Sullivan note that "Our 100th anniversary offered a great opportunity for us to reexamine the family business. We also took the time to think about how we wanted to move forward. Our family brainstormed about how best to approach the celebration and considered many ideas." Here are their tips for other firms about to reach a milestone:

- Set a budget, but be flexible if an interesting opportunity comes along.
- Engage marketing and public relations professionals to help formulate and execute a strategic plan.
- Work with public officials to have the anniversary celebration recognized.
- Think outside the box; develop ideas that will be noticed.
- Plan a variety of events that will attract attention, and use public relations to seek exposure from local media.
- Consider updating your corporate logo and advertising to tout the anniversary.

USING LIFE INSURANCE TO PROTECT YOUR LIFE'S WORK

Compliments of Sequent

Chances are, the greatest assets in your business are human. Could your company survive the loss of its chief talent? You can ensure that operations can continue by providing a cash cushion with key employee life insurance.

For details, read on.

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THE UPSIDES AND DOWNSIDES OF MATERNAL MENTORING

Source: Family Business E-Newsletter August 2007 Edition

"Over the past two decades, I have consulted with numerous female family business leaders and have observed that their mentoring style is usually a collaborative one, whereas many of their male counterparts are apt to use a more hierarchical model," writes family business adviser Florence Kaslow in *The Family Business Mentoring Handbook*. "Mothers are apt to compliment their offspring's accomplishments and build on and from their strengths. They guide through encouragement and role modeling when appropriate. Women tend to adopt this mentoring style because they themselves have responded well to it. Educating and guiding through nurturing, which is similar to the mothering role, is familiar to them." But, Kaslow cautions, there is a downside: "Mothers, if they are not careful, can go too far in handling problems for their children that the children should learn to resolve themselves."

CHOOSING A FACILITATOR TO MEDIATE FAMILY DISCUSSIONS?

Source: Family Business E-Newsletter September 2007 Edition

Can your family mediate conflict on its own, or should you hire an outside facilitator? "If you choose a facilitator without consulting your children, they may view the facilitator as your hired gun," warns family wealth mediator Gerald Le Van in *The Family Business Conflict Resolution Handbook*. "Involve them in the decision as to whether you need a facilitator. If you do, involve them in the choice." Le Van cautions that the facilitator you choose should have experience in mediating family business discussions. "Family conflict offers huge blunder potential for the well-intended amateur," he warns. "The best facilitators understand both the 'hard side' and the 'soft side' of business families. They know business in addition to understanding family dynamics. A highly qualified family business consultant is likely your best choice."

FBC DATES FOR YOUR CALENDAR

Thursday, September 20, 2007 – 7:30 a.m. – 10:00 a.m.

In Alumni Hall at Ohio Dominican University

Topic: *Employee Benefits for Your Family Business*

Educational Program

Tuesday, September 25, 2007 – 7:30 a.m. – 9:00 a.m.

In Las Casas House at Ohio Dominican University
Women in Family Business Peer Group Meeting

Tuesday, October 2, 2007–4:00 p.m. – 6:00 p.m.

In LasCasas House at Ohio Dominican University
FBC Board Meeting

Thursday, October 18, 2007 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University

Topic: Advice From Parents Who Have Handed Down Their Family Business
Roundtable Discussion

Friday, November 2, 2007 – 11:30 a.m. – 1:30 p.m.

In Alumni Hall at Ohio Dominican University

9th Annual Family Business Awards Luncheon

Thursday, December 6, 2007 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University

Topic: Marketing Strategies for Family Business
Roundtable Discussion

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